# INDEX OF FEATURE ARTICLES

# Products and Services (cont.)

"Cultivating a New Investment Product," Holliday, Karen Kahler. (October, p. 16)

"Fee Income Issues in Community Banks," White, Phillip D., PhD. (February, p. 60)

"Making POS Debit Happen in the Marketplace," Desrosier, James. (July, p. 93)

"Marketing Credit Cards: Offers You Can't Refuse," Morrall, Katherine. (September, p. 27)

"Marketing Mutual Funds," Holliday, Karen Kahler. (July, p. 23)

"Sure-Fire Programs for the Hot Mortgage Market," Boyd, Regina. (June, p. 45)

"Turning Paper Checks into Plastic," Morrall, Katherine. (December, p. 12)

#### Re-engineering

"Our Competition Worked Twice as Fast," Lynch, Edward. (November, p. 45)

"Re-engineering: Buzzword or Strategy?", Morrall, Katherine. (Part 1 of 2. January, p. 21)

"Re-engineering the Bank," Morrall, Katherine. (Part 2 of 2. February p. 67)

### **Sales Training**

"State-of-the-Art Sales Training," Morrall, Katherine. (August, p. 11)

### Segmentation

"Banking on the Mature Market: An Update," Thomas, Vicki. (September, p. 15)

"Retaining the Emerging Affluent," Orland, Nancy G. (October, p. 9)

# **Service Quality**

"Does Friendly Service Retain Customers?", Siles, Marcelo, Lindon J. Robison, and Steven D. Hanson. (January, p. 47)

"Make Your Customers Feel Understood," Myers, Janet L. (September, p. 61) "Putting Together the Pieces of Service Quality," Lian, Tanja. (April, p. 22)

"Redesigning Customer Statements to Build Relationships," Faust, William Hull, and Sarah J. Spratt. (September, p. 70)

"Retention Through Service Quality," Merrill, Cathy, as told to Tanja Lian. (January, p. 15)

"Service Quality: The Ultimate Differentiator," Morrall, Katherine. (October, p. 33)

"The Personal Touch Keeps Community Banks Strong," Lian, Tanja. (February, p. 24)

# Signage

"Effective Signage Can Improve Sales," Haslop, Norman E. (January, p. 35)

### **Site Selection**

"Location, Location," Porter, Ray, and Craig Throckmorton. (January, p. 9)

### Strategic Planning

"Beyond Corporate Identity: Bank Branding for the '90s and Beyond," Pecklo, Douglas A. (June, p. 14)

"Marketing Plans Take on Strategic Significance," Morrall, Katherine. (April, p. 39)

### Technology

"Branch Merchandising Enhances Communication and Image," Morrall, Katherine. (May, p. 49)

"Consumer Technology and Its Effect on Banking," Corby, Catherine V. (March, p. 24)

"Custom Clusters: Finding Your True Customer Segments," Pechman, Susan. (July, p. 33)

"Customer Service Technology: Checking Your Competitive Edge," Swope, Kaari. (December, p. 47)

"Outsourcing Is In," Morrall, Katherine. (June, p. 9) "Redesigning Customer Statements to Build Relationships," Faust, William Hull, and Sarah J. Spratt. (September, p. 70)

"Technology Updates Market Research Methods," Morrall, Katherine. (April, p. 15)

"The Future of Media and Bank Advertising," Lian, Tanja. (September, p. 37)

"The Race to Offer Home Banking," Morrall, Katherine. (May, p. 15)

"The Virtual ATM: Beyond the Current System," Subrizi, Alex, and William Hull Faust. (November, p. 17)

# **Telemarketing**

"From Inquiry to Interested," Siegel, Donna. (December, p. 21)

"Telemarketing: Not for the Timid," Morrall, Katherine. (July, p. 13)

"Direct Marketing: More than Just Direct Mail," Morrall, Katherine. (October, p. 23)

### 1994 Index to Resource Sections

In February 1994, we introduced a new question and answer Resource section. Each month, a banker helps us develop questions that we pose to our industry service members and companies listed in our Annual Buyer's Guide to offer our readers a quick, clear comparison of companies in a specific field. Below is the list of the first 11 Resource section topics.

February: Sales Training
March: Database Marketing
April: Direct Marketing
May: Computer Software
June: Advertising Agencies/
Services

Mystery Shoppers

August: Investment Services
September: Merchandising

July:

October: Market Research November: Corporate Image December: Strategic Planning

# INDEX OF FEATURE ARTICLES

# Products and Services (cont.)

"Cultivating a New Investment Product," Holliday, Karen Kahler. (October, p. 16)

"Fee Income Issues in Community Banks," White, Phillip D., PhD. (February, p. 60)

"Making POS Debit Happen in the Marketplace," Desrosier, James. (July, p. 93)

"Marketing Credit Cards: Offers You Can't Refuse," Morrall, Katherine. (September, p. 27)

"Marketing Mutual Funds," Holliday, Karen Kahler. (July, p. 23)

"Sure-Fire Programs for the Hot Mortgage Market," Boyd, Regina. (June, p. 45)

"Turning Paper Checks into Plastic," Morrall, Katherine. (December, p. 12)

#### Re-engineering

"Our Competition Worked Twice as Fast," Lynch, Edward. (November, p. 45)

"Re-engineering: Buzzword or Strategy?", Morrall, Katherine. (Part 1 of 2. January, p. 21)

"Re-engineering the Bank," Morrall, Katherine. (Part 2 of 2. February p. 67)

### **Sales Training**

"State-of-the-Art Sales Training," Morrall, Katherine. (August, p. 11)

### Segmentation

"Banking on the Mature Market: An Update," Thomas, Vicki. (September, p. 15)

"Retaining the Emerging Affluent," Orland, Nancy G. (October, p. 9)

# **Service Quality**

"Does Friendly Service Retain Customers?", Siles, Marcelo, Lindon J. Robison, and Steven D. Hanson. (January, p. 47)

"Make Your Customers Feel Understood," Myers, Janet L. (September, p. 61) "Putting Together the Pieces of Service Quality," Lian, Tanja. (April, p. 22)

"Redesigning Customer Statements to Build Relationships," Faust, William Hull, and Sarah J. Spratt. (September, p. 70)

"Retention Through Service Quality," Merrill, Cathy, as told to Tanja Lian. (January, p. 15)

"Service Quality: The Ultimate Differentiator," Morrall, Katherine. (October, p. 33)

"The Personal Touch Keeps Community Banks Strong," Lian, Tanja. (February, p. 24)

# Signage

"Effective Signage Can Improve Sales," Haslop, Norman E. (January, p. 35)

### **Site Selection**

"Location, Location," Porter, Ray, and Craig Throckmorton. (January, p. 9)

### Strategic Planning

"Beyond Corporate Identity: Bank Branding for the '90s and Beyond," Pecklo, Douglas A. (June, p. 14)

"Marketing Plans Take on Strategic Significance," Morrall, Katherine. (April, p. 39)

### Technology

"Branch Merchandising Enhances Communication and Image," Morrall, Katherine. (May, p. 49)

"Consumer Technology and Its Effect on Banking," Corby, Catherine V. (March, p. 24)

"Custom Clusters: Finding Your True Customer Segments," Pechman, Susan. (July, p. 33)

"Customer Service Technology: Checking Your Competitive Edge," Swope, Kaari. (December, p. 47)

"Outsourcing Is In," Morrall, Katherine. (June, p. 9) "Redesigning Customer Statements to Build Relationships," Faust, William Hull, and Sarah J. Spratt. (September, p. 70)

"Technology Updates Market Research Methods," Morrall, Katherine. (April, p. 15)

"The Future of Media and Bank Advertising," Lian, Tanja. (September, p. 37)

"The Race to Offer Home Banking," Morrall, Katherine. (May, p. 15)

"The Virtual ATM: Beyond the Current System," Subrizi, Alex, and William Hull Faust. (November, p. 17)

# **Telemarketing**

"From Inquiry to Interested," Siegel, Donna. (December, p. 21)

"Telemarketing: Not for the Timid," Morrall, Katherine. (July, p. 13)

"Direct Marketing: More than Just Direct Mail," Morrall, Katherine. (October, p. 23)

### 1994 Index to Resource Sections

In February 1994, we introduced a new question and answer Resource section. Each month, a banker helps us develop questions that we pose to our industry service members and companies listed in our Annual Buyer's Guide to offer our readers a quick, clear comparison of companies in a specific field. Below is the list of the first 11 Resource section topics.

February: Sales Training
March: Database Marketing
April: Direct Marketing
May: Computer Software
June: Advertising Agencies/
Services

Mystery Shoppers

August: Investment Services
September: Merchandising

July:

October: Market Research November: Corporate Image December: Strategic Planning

